

MEMORANDUM FOR: Director of Central Intelligence

VIA : Deputy Director for Management and Services

FROM : Director of Personnel

SUBJECT : Modified 100 Universities Program

1. Action Requested: The Office of Personnel requests that the modified 100 Universities Program not be implemented this academic year as originally approved by the Management Committee. If this request is accepted, the Program could be reexamined next Fall after a full assessment of the campus climate has been made.

2. Basic Background:

A. On 1 June 1973, the Management Committee approved a modified 100 Universities Program for gradual implementation in the Fall. The memorandum describing the old and new Program is set out as an attachment. The new Program is aimed at groups of students, faculty members, and administrators in major universities throughout the United States. Its basic purpose is to improve our image in the academic community. To a lesser degree such a program might stimulate professional recruitment.

B. Since the Program was approved, Watergate and other exposures have been with us constantly. Ex-CIA employees, associates and the Agency name have been involved. As a result, we felt it prudent to reassess the campus climate before implementing the Program.

3. Staff Position:

A. We talked with 16 Agency Field Recruiters on the subject when they were here for their annual meeting recently. They cover the entire United States and all

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major universities. We did the same with a gathering [redacted]

on 15 October 1973. In addition, we solicited the views of the Director of Security and Mr. Harold P. Ford, the DDI Coordinator for Academic Relations. Based upon the information and opinions supplied by these sources and our own knowledge of the situation, it is our position that even a modified 100 Universities Program should not be attempted this academic year.

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B. The Agency Field Recruiters, although vigorous proponents of an active public relations program, are in agreement that there are minorities on every important campus who would harass the Agency, given the opportunity. [redacted] with whom we discussed the problem were of almost one voice in saying that now is not the time for an Agency initiated speaking program. They too represent all sections of the country and cover all the major universities. The Director of Security is of like mind, as is Mr. Ford.

C. Their main concern is that an Agency initiated program would quickly be picked up by hostile student groups, campus newspapers and local media. The visits would be treated as blatantly self-serving attempts by the Agency to refurbish its image at a time when the image of the Administration is at low ebb. The publicity would be "bad" and confrontations a distinct possibility. [redacted] reports that many of their campus contacts are willing to cooperate with CIA quietly but would want no part of being "fingered" as open CIA sympathizers. Just this week, at Columbia University, the editor of the campus newspaper refused, for "political reasons", to accept a CIA advertisement.

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D. Given what has happened to the Administration the last several months and the uncertainty of the times, if we embarked upon the Program we would probably end up carefully selecting the universities and the groups of people with whom we wished to speak. In so doing, we would be talking only to our friends, i.e., those who are already convinced of CIA's legitimate role in the Executive Branch. This is not the Program's objective.

E. In lieu of an Agency initiated speaking program, we would hope to see the Director and other senior officials in public forums, upon request, revalidating the legitimate role of foreign intelligence in national affairs. The recruiters are eager to accept more invitations to address student groups, faculty gatherings and the like. These activities would be responsive speaking engagements and could not be considered in the same vein as an Agency initiated program whereby invitations are solicited.

4. Recommendation: We, therefore, recommend that the modified 100 Universities Program not be implemented this academic year, as originally approved by the Management Committee. We suggest that the Program be reexamined next Fall, after a full assessment of the campus climate has again been made.

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John F. Blake  
Director of Personnel

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APPROVED:

DISAPPROVED:

Orig (to be returned to D/Pers)

- 1 - DDCI
- 1 - ER
- 1 - DD/M&S
- 1 - D/Pers (w/held)
- 1 - DD/Pers/R&P

11 - MC Members w/o atts (previously distributed as MCA-25 & MCA-39)  
DD/Pers/R&P: (18 Oct 73)

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